

A SEMIOTICS ANALYSIS OF THE NOVEL ILLUSTRATION ON *HARRY POTTER AND THE PRISONER OF AZKABAN* by J.K. ROWLING (2014)



**Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree of English Education**

By:

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**DEPARTMENT OF ENGLISH EDUCATION
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APPROVAL

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PRENOUNCEMENT

I testify that in this research paper there is no plagiarism of previous literary works which have been raised to obtain bachelor degree of certain university, nor there are opinions or masterpieces which have been written or published by others, except those in which the writing is referred to the manuscript and mentioned in literary review and bibliography.

Hence later, if it is proven that there are some untrue statements in this testimony, I will fully be responsible.

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Abstrak

Tujuan dari penelitian ini adalah untuk mempelajari ilustrasi novel sebagai tanda dalam novel Harry Potter dan The Prisoner of Azkaban karya J.K. Rowling (2014). Peneliti menunjukkan bagaimana ilustrasi dapat mempengaruhi pembaca melalui ilustrasi gambar, peristiwa, warna dan juga tipografi yang ditampilkan pada sampul novel. Penelitian ini adalah penelitian kualitatif. Sumber data yang digunakan adalah novel Harry Potter dan The Prisoner of Azkaban karya J.K. Rowling (2014) edisi Inggris. Teknik pengumpulan data dengan menganalisis ilustrasi novel. Teori yang digunakan dalam penelitian ini adalah analisis semiotik sastra, kajian tentang tanda, makna, metafora dan simbolisme. Hasil dari penelitian ini adalah sebagai berikut: pertama, nilai ilustrasi novel. Kedua, arti psikologi warna dalam. Ketiga, ulasan tentang perbedaan edisi novel Harry Potter dan The Prisoner of Azkaban.

Kata Kunci: Harry Potter, Analisis Semiotik, Ilustrasi, Psikologi Warna

Abstract

The purpose of this research is to study the novel illustration as a sign in Harry Potter and The Prisoner of Azkaban novel by J.K. Rowling (2014). Researcher shows how the illustrations can influence readers through an illustration of images, events, colours and also the typography that is displayed on the cover of the novel. This research is qualitative research. The data source used is the Harry Potter and The Prisoner of Azkaban novel by J.K. Rowling (2014) UK edition. The data collection technique is from analyzing the novel illustration. The theory used in this study is a semiotic analysis of literature, the study of the sign, meaning, metaphor and symbolism. The result of this study are as follows: first, the value of novel illustrations. Second, the meaning of colour psychology in the. Third, the reviews about the difference edition of Harry Potter and The Prisoner of Azkaban novel.

Keywords: Harry Potter, Semiotic Analysis, Illustration, Color Psychology

1. INTRODUCTION

An illustration is typically created by an illustrator. Illustration also means providing an example; either in writing or in picture form. The origin of the word "illustration" is late

Middle English (in the sense "illumination; spiritual or intellectual enlightenment"): via Old French from Latin *illustratio*, from the verb *illustrate*. With wider and more efficient distribution networks, novel, illustrated newspapers, books and magazines were enjoyed by millions of people as affordable entertainment. Novel, news magazines, family magazines, women's magazines, children's magazines, literary and arts journals, satirical and political journals, humor magazines, and full-color newspaper comics brought the art of illustration into daily life.

The term *illustrated novel* refers to an extended narrative with multiple images that, together with the text, produce meaning. The illustrated novel is not about a single decorated cover but contain many elements based on the novel's genre and story. Illustrator and author must collaborate over the story and illustrations to get the novel cover or novel illustration that they agreed. An illustration was used to attract buyers, readers and deliver the story through the cover illustration. Some novel only used simple illustration for their novel, because the book contains serious content. But for novel that has genre fantasy, horror, and comic usually use different kind of illustration to make sure that novel looks eye-catching for readers or buyers.

The color of the illustration has very important role and specific meaning in every single sign and symbols. Color that exist in Harry Potter and The Prisoner of Azkaban (2014) novel illustration there are dark blue, light blue, white, gold and red. Every color has different meaning in psychological theory, which can deliver specific meaning to the reader. Color psychology is study of color in relation to human behavior. It means to determine how color affects to our life After this illustration, the cover function changes not only to protect the page, but also functions as a form of print-ad as well as conveying information about the contents of the book.

The importance of a cover illustration to attract reading and interest briefly describe the contents of the reading encourage me to examine in depth about the cover illustrations of the Harry Potter and The Prisoner of Azkaban novels which are best-seller novels and successfully raised into the film which is also as famous as his novel. The author wants to examine how the illustrations are related cover with the contents of the story and what are the visual elements contained in the cover illustration of the novel is seen from the form of illustrations, colors and typography is it interesting so that it fits the nickname of the best novel seller.

The reason why the researcher interested in this study because this novel illustration presents many signs that are more directed to semiotic issues. The researcher is very interested in how novel illustration can attract the reader or buyer to choose the novel without open the seal or read it. The marketing has big role to do promotion with these novels, beside the author of the novel, they have to pick the right illustrator to combine all mystery and story for the display of front and back cover. This study discusses about the Semiotic Analysis of the Novel Illustration of *Harry Potter and The Prisoner of Azkaban* by J.K. Rowling (2014). In this study, the researcher claimed that semiotic analysis helps solve the issues of illustration. In this case, the researcher uses semiotic analysis one of literature theories.

Several studies have been conducted to analyze illustration of the *Harry Potter and The Prisoner of Azkaban*. Bahri (2009); Manoy (2009); Stubbe (1676); Eco (1988); Evereart (1990); Locke (1952); Pierce (1887); Saussure (1887); Soedarso (1990); Sofyan (1990). In this research, the researcher proposed three major objectives to be described as follows: 1) To understand how novel illustration and the color affects to your psychology through the novel. 2) To describe the meaning of each illustrations and color in the novel.

2. METHODS

In this research, the type of research that will be used is qualitative research. Denzin and Lincoln (2000) claimed that qualitative research involves an interpretive and naturalistic approach: “This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them” (p. 3). The method of collecting data for this research is library studies. The researcher analyzed the research by collecting and observe the novel illustration from *Harry Potter and The Prisoner of Azkaban* (2014) front and back cover.

3. FINDING AND DISCUSSION

The researcher delivers the following finding and discussion The researcher uses semiotic approach to analyze and identify the main purposes of illustration on Harry Potter’s cover.

3.1 Content on The Novel Illustration from the Cover



The content that exist in the novel illustration for the cover are follow as; signs, colors, and typography.




3.1.1 The Signs




The analysis was carried out on the novel illustrations of *Harry Potter and Prisoner of Azkaban* that illustrated by Jonny Duddlle (UK) for Children’s Edition



in 2014, which writer discuss in this research paper. In 2014, for his children's edition, Bloomsbury commissioned Jonny Duddle to design new cover artwork; the cover art was included on the paperback, and hardcover editions. Harry Potter features on both covers.

Table 1. Illustration Analysis of the Cover of *Harry Potter and The Prisoner of Azkaban*.

No.	Front Cover Illustration Shape Elements	Explanation
1.		<ul style="list-style-type: none"> a. Man, with round glasses: Wearing glasses has the meaning of someone's personally has weaknesses in vision, the meaning of a person ordinary people. b. This man is Harry Potter which is facing something with no expression presented in this cover. c. Harry's hair is so messy, it means that he's in tense situation and bad condition.
2.		<ul style="list-style-type: none"> a. It is hand of the man in this cover, as known as Harry Potter. b. Harry Potter holds a stick that called by Magic Wand that can created anything based in the owner's spells.

3.		<ul style="list-style-type: none"> a. It is the light that emanating from the Magic Wand of Harry Potter. b. The spells will be reacted if the owner of the Magic Wand say certain spell. c. The white light looks like an energy of electricity that will be created something based on owner's mind.
4.		<ul style="list-style-type: none"> a. Hand of Harry Potter looks so pale, cold and afraid. b. The hand is not too open and not too close, it means that Harry in doubt and fear of something.
5.		<ul style="list-style-type: none"> a. There are The Dementors, Dementor is a kind of creature that is depicted as tall as an adult, without eyes, hideous look, hooded, and that looks only creepy green hands. They were assigned to guard Azkaban Prison. b. In this cover The Dementors are surrounding Harry Potter, it means that they are targeting Harry to take all happy memories and include sad or bad memories to Harry's heart.

6.		<ol style="list-style-type: none"> a. Harry uses a coat; it means that he uses it because of the weather is cold and gives the sense of mysterious. b. Wearing a black robe: Shows that the person is part of the magic world which is depicted by wearing a robe called a magic coat.
7.		<ol style="list-style-type: none"> a. There are trees around Harry Potter, it means that he's in the Forbidden Forest of Hogwarts. b. In that Forbidden Forest there is a little lake. In that lake Harry Potter be caught in a snare and surrounded by the smokes of presence The Dementors which take up the positive energy of Harry.
8.		<ol style="list-style-type: none"> a. The deer was a reoccurring <i>Patronus</i> within the Potter family: James Potter, his wife Lily, and his son Harry all have deer for <i>Patronuses</i>. James Potter was also an Animagus who could take the form of a large stag. Professor Severus Snape, as a sign of his undying affection for Lily, also had a doe for a Patronus, which persisted long after her death.




9.		<ul style="list-style-type: none"> a. It is a full moon; the moon has a certain meaning in that night for this novel. b. This moon tells the reader that the main point of this story is about the night of Harry Potter fights back the Dementors
10.		<ul style="list-style-type: none"> a. This is Knight Bus, an emergency transport for the stranded witch or wizard. b. This Knight Bus image is on the back cover of the novel as the piece of story in the beginning of the chapter of <i>Owl Post</i>.



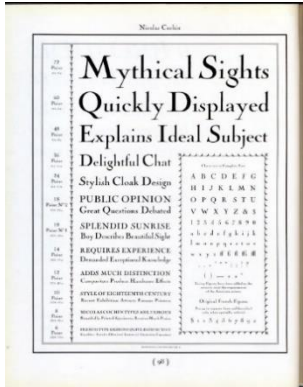
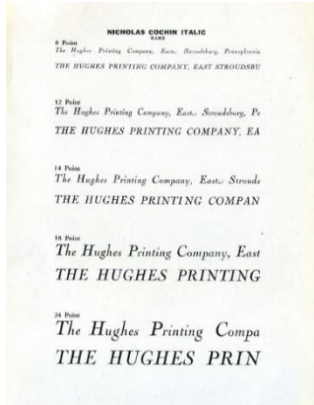
The researcher examined that the illustration (Signs) based semiotic analysis is the main focus of the novel, which is the front cover of the *Harry Potter and The Prisoner of Azkaban*, displays the figure of Harry Potter wearing his magic robe and stag the *Patronous* to the Dementors. In front there is a light called the bluish-white Deer *Patronus*. his hand pointed the wand upwards. Harry's face is not shown on this cover but we can interpret that Harry is very serious and also scared.

3.1.2 Typography

The covers of the American edition feature the words “Harry Potter” in a distinctive, craggy lettering in which vertical line of the letter “P” is shape like lightning bolt. The other typeface, featuring all the capitals is used for chapter titles and other text, as follows;

Table 2. Characteristic of Typography

No.	Typography	Characteristics	Example
1.	Harry P	The earliest and most famous adaptation of the Harry Potter movie logo, influenced by the original American book cover of Mary GrandPré and also it is used for the title of Harry Potter itself. Harry P font created by Phoenix Phonts before 2005, this font is registered as design mark with the USPTO (Maerker, 2011).	 
2.	Lumos	Created by Carpe Saponem before 2005. Lumos is a typeface inspired by the chapter titles of the Harry Potter books in the United States editions. It also lists a number of symbols from Harry Potter such as a broom and Golden Snitch.	
3.	Magical Me	Magical Me (also known as Parry	

		Hotter) is a typeface influenced by Gilderoy Lockhart, our beloved mystical swindler and his biography, Magical Me.	
4.	Have You Seen This Wizard?	The symbol of the Ministry plated on the famous 'wanted posters' featuring Sirius Black in Harry Potter and the Prisoner of Azkaban.	
5.	Cochin	Created by Georges Peignot in 1912 and the first copperplate engravings by Charles-Nicolas Cochin, a French artist of the 18th century which name it takes. This typeface is used for the Harry Potter covers that published by Bloomsbury Publishing.	<p>Nicholas Cochin</p>  <p>Nicholas Cochin Italic</p> 

3.2 The Meaning of Color Psychology in The Novel

Based on (Young-helmholtz's Trichromatic Theory of Color Vision, 2016) states that, the Young-Helmholtz had hypothesis notes at the most simple that within the eye there are tiny cells able to absorb waves of light and converting them into one of three primary colors: blue, green and red. Then these three colors should be blended to create the entire visible light spectrum, as we see it.

3.3 The Reviews of the Differences Edition of Harry Potter

3.3.1 The Adult Version

The reason they made Harry Potter 's Adult Versions was that when adults decided to read books by Harry Potter they felt embarrassed to pick up a book with child character on them. As the first Harry Potter books looked to youth, the adults will hesitate to read it out of humiliation (Nayak, 2018).

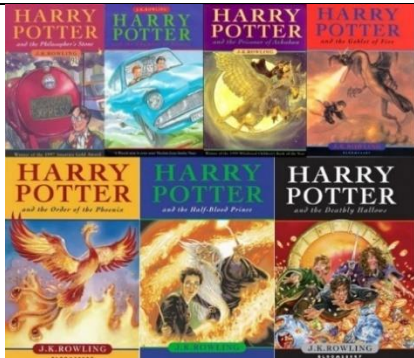
3.3.2 The Original or Teenage Version

The teenagers like the design of the book because it is more cartoonish, they can see the magic and the characters but for adult they critic from the buyers which they felt ashamed to buy the book with “children book” style.

a. Based on The Reviews

Bloomsbury created an adult version of Harry Potter books only to spare adult from reading vibrant looking “children book”, in UK the publisher is Bloomsbury and for US the publisher is Scholastic (Razdan, 2016). Adult would hesitate to buy the book because the cover is kids' illustration (Nayak, 2018).

b. Based on The Country that Published the Book

No.	Edition	Picture of Book
1.	Bloomsbury UK (Old)	

2.	Bloomsbury UK (New)	
3.	Scholastic US (Old)	
4.	Scholastic US (Adult Version)	

4. CONCLUSION

Through the Based on the study in chapter 4, the study has conclusion as below;

Firstly, in conducting this research, the researcher uses the Semiotic Analysis. There is semiotic analysis by Ferdinand De Saussure and Charles Sanders Peirce (1887), they are literary work in 18th century. Secondly, the literary study deals with this topic of the novel illustration, that the sign, color and typography mean a lot for the novel illustration. Semiotic is not a single theory, some of concepts of semiotic are also well-known signifier, signified, referent, paradigm, poetic function, and open text. Many concepts and terms used by contemporary semioticians introduced by the Swiss linguist Ferdinand De Saussure (1887) has defined as a sign as any action, movement, picture, pattern or event that conveys meanings. Thirdly, the novel talks

about the journey of Harry Potter that found out the prisoner of Azkaban is his godfather, Sirius Black friend of James Potter which Harry's father. The cover represents a boy dealing with a white deer or *Patronus* in middle of lake of the midnight. The researcher used the issue of the research about the sign of the illustration that related to the story itself.

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